



THE **BEDROCK CHRONICLES**

-- THE EVOLUTION OF *THE FLINTSTONES* --

A VISUAL HISTORY OF HANNA-BARBERA'S MOST ENDURING CHARACTERS
WRITTEN AND ILLUSTRATED BY SCOTT SHAW!

THE TEAM OF **WILLIAM HANNA** AND **JOSEPH BARBERA** HAS BEEN MAKING ANIMATED CARTOONS FOR HALF A CENTURY; THEY CREATED THE **OSCAR-WINNING** *TOM AND JERRY* SHORTS FOR **MGM**, THEN WENT ON TO OPEN THEIR OWN ANIMATION STUDIO IN 1957. THEY VIRTUALLY PIONEERED THE FIELD OF LIMITED ANIMATION ESPECIALLY FOR TELEVISION, AND SUPERVISED THE CREATION OF A LITERAL LEGION OF CARTOON STARS. BUT NONE OF THEIR VAST RANKS OF CHARACTERS CAN CLAIM ANY GREATER SUCCESS OR DURABILITY THAN THAT "MODERN STONE-AGE FAMILY," *THE FLINTSTONES*.

ACTUALLY, THE FLINTSTONES' BIRTH WAS A SOMEWHAT ROCKY ONE. BY THE LATE 1950'S, HANNA-BARBERA ALREADY HAD A STRING OF SUCCESSSES WITH THEIR SYNDICATED CARTOON SHOWS, SUCH AS *RUFF AND REDDY*, *YOGI BEAR* AND THE **EMMY** AWARD-WINNING *HUCKLEBERRY HOUND*. AT THE LINGING OF *SCREEN GEMS*, AS WELL AS THEIR OWN INSTINCTS FOR INNOVATION, HANNA AND BARBERA SET OUT TO CREATE THE *FIRST* ANIMATED SERIES FOR PRIME TIME T.V. →



ABOVE: THE ORIGINALLY-PROPOSED CAST (INCLUDING "FRED JUNIOR") MEET THEIR CURRENT INCARNATIONS. THE 1959 VERSION WAS DRAWN BY FORMER **MGM** DESIGNER **ED BENEDICT**.

LEFT: THE FLINTSTONE FAMILY PETS: **DINO** THE SNORKASAURUS AND **BABY PLUSS**, A SABRE-TOOTHED TIGER.

RIGHT: BENEDICT'S SECOND VERSION OF FRED (1960), SEEN BRIEFLY IN KEY SCENES OF THE SHOW'S PILOT EPISODE, "THE POOL PARTY."





LEFT: BABY PEBBLES ARRIVED IN MID-1963, A RESULT OF THE WORLD'S FIRST ANIMATED CARTOON PREGNANCY! (TOY MANUFACTURERS REJECTED THE NOTION OF A SON IN FAVOR OF A "CUDDLIER" DAUGHTER... AND SOLD 3 MILLION "PEBBLES" DOLLS IN THE FIRST TWO MONTHS!) **RIGHT: BAMM-BAMM** WAS ADDED BY THE RUBBLES IN 1964. "THE WORLD'S STRONGEST BABY," HIS ADDITION TO THE CAST WAS FURTHER EVIDENCE OF A CHANGE IN THE THRUST OF THE SHOW, NOW AIMED MORE SQUARELY AT THE CHILDREN'S MARKET.



→ FOLLOWING THE EXAMPLE OF "THE HONEYMOONERS" (AND, TO A LESSER EXTENT, OTHER LIVE-ACTION SITCOMS OF THE 1950'S, SUCH AS "FATHER KNOWS BEST"), THE CONCEPT WAS BUILT AROUND A MIDDLE-CLASS FAMILY OF HUMAN BEINGS (RATHER THAN THE USUAL "FUNNY-ANIMAL" CARTOON CHARACTERS) WITH A "LOOK" AND PREMISE TARGETED AT AN ADULT AUDIENCE. A SITUATION WAS STILL NEEDED FOR THE COMEDY, THOUGH; EXPERIMENTATION WITH THE TRAPPINGS OF PILGRIMS, ROMANS, COWBOYS, ESKIMOS AND OTHERS FAILED TO YIELD THE DESIRED RESULT. NEITHER DID THE CONTEMPORARY APPROACH; IT WASN'T UNTIL H-B CARTOONISTS **DAN GORDON** AND **ED BENEDICT** BEGAN TO SKETCH THE FAMILY IN PREHISTORIC FURS, THAT THE CONCEPT BEGAN TO JELL. THEY WERE INITIALLY DUBBED **THE FLAGSTONES**; THE NAME WAS SOON CHANGED TO **"THE GLADSTONES"** (TO AVOID CONFUSION WITH THE SURNAME OF THE **HI AND LOIS** COMIC STRIP CHARACTERS, "FLAGSTON.") THE NOTION OF A "MODERN STONE-AGE FAMILY," RESIDING IN A SPIRIT-LEVEL CAVE IN THE PREHISTORIC SUBURB OF **BEDROCK**, WAS A NATURAL WAY TO APPEAL TO THE AVERAGE TELEVISION VIEWER IN MUCH THE SAME CIRCUMSTANCES. THE ADDED GIMMICK OF USING A VARIETY OF KUBE GOLDBERG-ISH PREHISTORIC "CONVENIENCES" PROVIDED THE PERFECT OPPORTUNITY TO CREATE AN ENDLESS STREAM OF ANIMATED SIGHT-GAGS.



AFTER AN EXHAUSTING PITCHING CAMPAIGN CONDUCTED BY JOE BARBERA, ABC FINALLY BOUGHT THE SHOW. THE INITIAL SPONSORS WERE **ONE-A-DAY MULTIPLE VITAMINS** AND, ODDLY ENOUGH TO TODAY'S AUDIENCES, **WINSTON CIGARETTES**; AT THE LAST MINUTE (ACCORDING TO HASTILY RE-LABELLED MODEL SHEETS), THE LEAD CHARACTERS' FAMILY NAME WAS ONCE AGAIN ALTERED...



ABOVE: FRED'S NEMESIS AND BOSS AT THE ROCKHEAD AND QUARRY CONSTRUCTION COMPANY, MR. SYLVESTER SLATE. (POSSIBLY AN ANCESTOR OF THE JETSON'S COGSWELL?) **LEFT: PRESUMABLY TO SPARK NEW INTEREST,** LATER SHOWS INTRODUCED SUCH FANTASY CREATIONS AS **THE GREAT GAZOO** AND **THE GRUESOMES** (GOBBY, SCHNEIDER THE SPIDER, CREEPELLA AND WEIRDLY.) PRIVATE EYE **PERRY GUNNITE** SPOKE LIKE CARY GRANT AND STARRED IN HIS OWN COMIC BOOK FEATURE. **RIGHT: FRED AS HE APPEARED IN EARLIER SEASONS OF THE ORIGINAL PRIME-TIME SERIES (1960 TO 1966).**





NEED? GOLD KEY'S COMIC BOOK **CAVE KIDS** INTRODUCED **ROCKY RANGER** AND HIS FLAPSAURUS, **SHORT STUFF**, **SUZY QUARTZ**, **IZZY EINSTONE**, **SANDY STONE**, **SHEEPY SHALE**, **SALLY STONE** AND **BUDDY BOULDER**. THOUGH NEVER ANIMATED, THEIR "LITTLE RASCALS"-ISH STORIES, FIRST PUBLISHED IN 1962, OFTEN GUEST-STARRED **PEBBLES** AND **BAMM-BAMM**. **RIGHT**: THE **GREEN GOOSE** AND HIS ENIGMATIC MENACE **THE MAN CALLED FLINTSTONE**, A 1966 THEATRICAL FEATURE.



ON SEPTEMBER 30, 1960, **THE FLINTSTONES** PREMIERED NATION-WIDE AT 8:30 P.M. (E.S.T.). IT WAS THE WORLD'S FIRST ANIMATED SERIES FOR PRIME TIME TELEVISION. IT WAS ALSO AN IMMEDIATE **SMASH**. (AND IT REMAINS THE ONLY ANIMATED SERIES EVER TO RANK IN THE **NIELSEN RATINGS'** TOP TWENTY SHOWS.) IT APPEALED TO THREE GENERATIONS AT ONCE; KIDS LOVED THE PREHISTORIC GADGETS AND CARTOON FORMAT; TEENS DUG THE SHOW'S SATIRICAL ELEMENTS; AND ADULTS RECOGNIZED FAMILIAR MIDDLE-CLASS SITUATIONS. BLUE-COLLAR WORKER **FRED FLINTSTONE** (VOICED BY CHARACTER ACTOR **ALAN REED JR.** -- WHO



ABOVE: MRS. SLAGHOOPLE, THE ULTIMATE MOTHER-IN-LAW, TAKES A LOOK AT GRANDDAUGHTER **PEBBLES** OVER THE YEARS!

OFFHANDEDLY CREATED FRED'S SIGNATURE YELL, "**YABBA-DABBA-DOO!**" (HIS LONG-SUFFERING WIFE, **WILMA** (**JEAN VANDER PYL**), BOSOM BUDDY AND NEIGHBOR **BARNEY RUBBLE** (**MEL BLANC**) AND HIS BETTER HALF, **BETTY** (**BEA BENADERET**) WERE, IN THE WORDS OF ONE AD AGENCY EXEC, "THE ONLY FRESH THING WE'VE SEEN FOR TELEVISION IN MANY A SEASON."

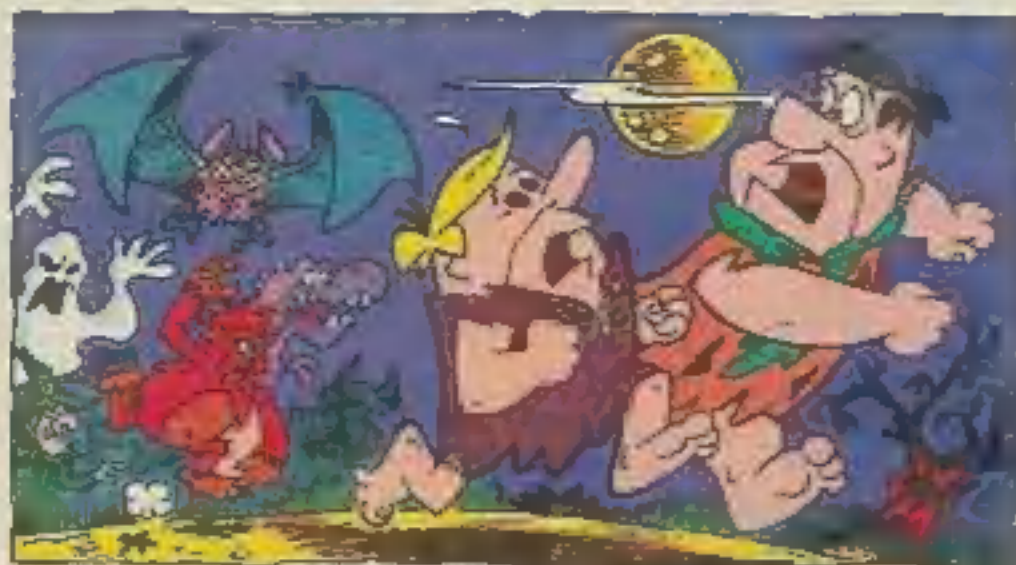
IN A SHORT TIME, **THE FLINTSTONES** BEGAN TO RECEIVE A MULTITUDE OF AWARDS AND CITATIONS,



INCLUDING BEING VOTED THE "MOST UNIQUE NEW PROGRAM" BY THE COUNTRY'S TV EDITORS IN THE **FAME ANNUAL CRITICS POLL**. TV RADIO-MIRROR PRESENTED H-B WITH TV'S **GOLDEN DOZEN AWARD** FOR "MOST ORIGINAL NEW SERIES." THEY ALSO RECEIVED THE **GOLDEN GLOBE AWARD** FOR "OUTSTANDING ACHIEVEMENT IN INTERNATIONAL TELEVISION." →

LEFT: THE TEENAGE CAST OF **PEBBLES AND BAMM-BAMM** (1971) INCLUDED **PENNY**, **MOONROCK** AND **WINGY**. RIGHT: MANY CARTOONISTS CONSIDER THIS 1966 DESIGN TO BE THE "DEFINITIVE" FRED.





LEFT: 1979'S THE NEW FRED AND BARNEY SHOW WAS DOMINATED BY "ABBOTT AND COSTELLO MEET FRANKENSTEIN"-TYPE PLOTS AND GAGS, WITH OUR BOYS AS **BUD AND LOU**.

AFTER TWO HIGHLY-SUCCESSFUL SEASONS, THE WORLD OF **THE FLINTSTONES** HAD BECOME VERY WELL-ESTABLISHED. THE CAST NOW INCLUDED FAMILY PETS **DINO** AND **BABY PUSS**, **ARNOLD** THE PAPERBOY, **JOE ROCKHEAD** AND OTHER CRONIES AT FRED'S LODGE ("THE LOYAL ORDER OF WATER BUFFALOS"), BOSSMAN **MR. SLATE**, PRIVATE EYE **PERRY GUNNITE** AND **WILMA'S** MOM, **MRS. SLASHDOOPLE** (VOICED BY **VERNA FELTON**.) ANIMATED PREHISTORIC VERSIONS OF MODERN CELEBRITIES

BECAME A TRADEMARK OF THE SHOW, WITH SUCH AS **ANN MARGAROCK**, **STONY CURTIS**, **GARY GRANITE**, **ED SULLISTONE** AND **LOLA BRICKEDA** PASSING THROUGH BEDROCK FROM TIME TO TIME.

ON FEBRUARY 22, 1963, **BABY PEBBLES FLINTSTONE** WAS "BORN." IT WAS THE HIGHEST-RATED

TELEVISION BIRTH SINCE **LUCILLE BALL** HAD **LITTLE RICKY**. AFTER A FEW ANXIETY-BUILDING EPISODES REVOLVING AROUND **WILMA'S** PREGNANCY, THE ADDITION OF A BABY DAUGHTER OPENED UP A SLEW OF NEW STORYLINES EXPLORING **FRED** AND **WILMA'S** ADJUSTMENT TO PARENTHOOD. THE FOLLOWING SEASON, THE **RUBBLES** ALSO GAINED A CHILD, ADOPTING THE HUSKY LITTLE GUY THEY NAMED **BAMM-BAMM**. HE WAS A BIT OLDER THAN **PEBBLES**, AND POSSESSING INCREDIBLE STRENGTH, THE SUPER-TYPE OFTEN ASSUMED THE ROLE OF HER PINT-SIZED PROTECTOR. THE **RUBBLES** ALSO GOT A PET OF THEIR OWN, **HOPPY THE HOPPEROO**, WHO CARRIED THE KIDS IN HIS POUCH.



ABOVE: "DINO AND CAVEMOUSE" WAS FEATURED ON THE 1980 **FLINTSTONES COMEDY SHOW**. THESE 3-MINUTE CHASE-FESTS, OVERSEEN BY MASTER GAGMEN **TEX AVERY** AND **CHUCK COUCH**, UPHELD THE WACKY TRADITION OF THE **TOM AND JERRY** SHORTS.

BY THE SHOW'S FIFTH SEASON, THE EMPHASIS ON ADULT SITUATION COMEDY WAS DIVERTED BY THE INTRODUCTION OF THE FLINTSTONES' AND RUBBLES' NEW NEIGHBORS, THE **GRUESOMES**, A FAMILY OF BENIGN MONSTERS IN THE THEN-CURRENT MOLD OF "THE MUNSTERS" AND "ADAM'S FAMILY."



STANDARD KIDVID STOKY ELEMENTS BEGAN TO PERVADE **FLINTSTONES** SCRIPTS, SUCH AS HAUNTED HOUSES, ROBOTS, TIME MACHINES, SPIES AND SPACE ALIENS. THIS TREND REACHED ITS PEAK (OR NADIR, DEPENDING UPON YOUR TASTE) DURING THE SHOW'S SIXTH AND FINAL SEASON, IN WHICH WE MET THE SUPERSCIENTIFIC SPRITE FROM THE PLANET **ZAITOX**, **THE GREAT GAZOO** (VOICED BY **HARVEY KORMAN**.) **GAZOO** USED HIS GENIE-LIKE POWERS TO "HELP" **FRED** AND **BARNEY**, LEADING THEM ON A SERIES OF UNLIKELY MISADVENTURES. **THE FLINTSTONES** HAD TEMPORARILY LOST ITS FOCUS; IN 1966, **ABC** CANCELLED THE SHOW.



TOP LEFT: "THE FRANKENSTONES" WERE THE FLINTSTONES' LATEST SET OF MONSTROUS NEIGHBORS, CONSISTING OF WIFE **HIDEA**, **FRANK**, DAUGHTER **ATROCIA** AND SON **FREAKY** (VOICED BY **PAUL "PEE WEE HERMAN" REUBENS**.) **BOTTOM LEFT: "CAPTAIN CAVEMAN"** BECAME **BEDROCK'S** RESIDENT SUPER-HERO, USUALLY RESCUING REPORTERS **WILMA** AND **BETTY** FROM PREHISTORIC VILLAINS. ("CAVEY" WAS PREVIOUSLY SEEN IN HIS OWN SERIES SET IN MODERN TIMES, **CAPTAIN CAVEMAN AND THE TEEN ANGELS**.) **RIGHT: FRED**, AS HE APPEARED AS THE FRUSTRATED FATHER OF A TEENAGE GIRL IN THE 1971 SERIES **PEBBLES AND BAMM-BAMM**.





TOP LEFT: FRED AND BARNEY BRIEFLY MOONLIGHTED AS POLICEMEN IN "BEDROCK COPS," INEXPLICABLY WITH AL CAPPA'S "SHMOO" AS A PARTNER! THEIR USUAL MISSION WAS TO CAPTURE THE OMNIVOROUS ROCK JAW. **BOTTOM LEFT:** "PEBBLES, DINO AND BAMM-BAMM" SOLVED SPOOKY MYSTERIES AROUND BEDROCK IN THE TRADITION OF "SCOOBY-DOO."



RIGHT: IN "SHAKE IT," ONE OF DOZENS OF **PEBBLES CEREAL** COMMERCIALS, BARNEY STAGES A PARODY OF TYPICAL "HEAVY METAL" ROCK VIDEOS.



FORTUNATELY, THE ORIGINAL 156 EPISODES WENT DIRECTLY INTO SYNDICATION AND WERE ENORMOUSLY SUCCESSFUL, CONTINUOUSLY AIRED IN OVER 80 COUNTRIES TO THIS DAY. IN 1960 COLUMBIA PICTURES RELEASED **THE MAN CALLED FLINTSTONE**, A THEATRICAL SPY-SPOOF. OTHER NEW PROJECTS WERE CONFINED TO MERCHANDISING, WITH SUCH PRODUCTS AS **FLINTSTONE VITAMINS** AND **POST PEBBLES CEREAL** APPEARING ON THE MARKET, IN ADDITION TO THE

MANY LICENSES GRANTED TO TOY MANUFACTURERS AND RELATED FIELDS. (OVER 4,000 DIFFERENT ITEMS, TO DATE!) THEN IN 1971, THE FLINTSTONES MADE A COMEBACK WITH A NEW SERIES FOR CBS' SATURDAY MORNING LINEUP. **PEBBLES AND BAMM-BAMM** (FOLLOWING **ARCHIE** AND **AR** TEEN-THREME), THIS SHOW LED TO MANY MORE SAT-AM SERIES FEATURING THE **BEDROCK GANG: THE FLINTSTONES**

COMEDY HOUR (1972), THE FLINTSTONES SHOW (1973), FRED FLINTSTONE AND FRIENDS (SYNDIC.), THE NEW FRED AND BARNEY SHOW (1979), THE 90 MINUTE FLINTSTONES COMEDY SHOW (1980) -- FEATURING SUCH SEGMENTS AS "DINO AND CAVE MOUSE," "BEDROCK COPS,"



"CAPTAIN CAVEMAN," "FLINTSTONE FAMILY ADVENTURES," "PEBBLES, DINO AND BAMM-BAMM" AND "THE FRANKENSTONES" -- AND **THE FLINTSTONE KIDS (1986-88)**. FRED AND COMPANY HAVE ALSO BEEN FEATURED IN A NUMBER OF PRIME TIME SPECIALS IN THE LATE 1970'S, INCLUDING "A FLINTSTONES CHRISTMAS" AND "FRED'S FINAL FLING." (FRED AND BARNEY GUEST-STARRED AS THE CATERPILLER IN H-B'S 1967 SPECIAL, "ALICE IN WONDERLAND, OR, WHAT'S A NICE GIRL LIKE YOU DOING IN A



PLACE LIKE THIS?") UPCOMING PROJECTS INCLUDE A LIVE-ACTION FILM (STARRING JIM BELUSHI) AND A BROADWAY MUSICAL. IN 1985, **THE FLINTSTONES** CELEBRATED THEIR 25th ANNIVERSARY. JUDGING BY THEIR PREVIOUS ACHIEVEMENTS, "AMERICA'S (AND BEDROCK'S) FIRST FAMILY" WILL BE AROUND UNTIL THE NEXT ICE AGE!

ABOVE: THE FLINTSTONE KIDS WATCH THEIR FAVORITE SHOW, **CAPTAIN CAVEMAN AND SON**. **LEFT:** AFTER A QUARTER-CENTURY, THEY FINALLY GET TOGETHER: 1987'S TELEVISION MOVIE, **THE JETSONS MEET THE FLINTSTONES**. **RIGHT:** FRED FLINTSTONE, AS HE'S LOOKED SINCE 1979.

